COMMUNITY EVENT MARKETING
1997 PROGRAM EXECUTIVE SUMMARY

COMMUNITY EVENT MARKETING

Community Event Marketing efforts in 1997 for the Benson & Hedges brand will consist of two exciting and effective key elements of the program. Once again, we will conduct our successful program whose intended audience is Urban/Ethnic smokers. Additionally, we will also be implementing a new program whose intended audience is adult Gay and Lesbian smokers. Each of these programs are being creatively designed to ensure they project a positive image of the brand as well as an opportunity to establish an effective database.

OBJECTIVES

- Increase brand visibility in key markets.
- Product and/or sponsor grassroots events that embrace the respective communities.
- Leverage Benson & Hedges' equity in music and festivals.
- Enhance Benson & Hedges stylish/class/aspirational image among two consumer groups which represent some of the best prospects for future growth of the brand.
- Build continuity of purchase among Benson & Hedges' smokers and create trial and purchase opportunities among competitive smokers.
- Generate names for the database.
- Generate positive publicity.

LOCATIONS

- Urban/Ethnic -
  - Atlanta, GA
  - Charlotte, NC
  - St. Louis, MO
  - New Orleans, LA
  - Chicago, IL
  - Philadelphia, PA
  - Richmond, VA
  - Indianapolis, IN
  - Miami, FL
  - New York, NY
- Gay and Lesbian -
  - Palm Springs, CA
  - New York, NY
  - Pensacola, FL
  - Indianapolis, IN
  - Philadelphia, PA
  - Orlando, FL
  - Laguana, CA
  - Chicago, IL
  - Atlanta, GA
  - Key West, FL

TIMEFRAME

February 1997 - November 1997

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Source: https://www.industrydocuments.ucsf.edu/docs/gxlm0004

PROGRAM ELEMENTS

- Participate in major Trade Shows and Expos, Theme Parties, Business Expos, Beach Parties, Festival, Street Fairs, and Picnics frequented by gay and lesbian adult smokers.
- Sponsor mega concerts that are part of the existing community annual events; which have built in reputation for giving back to the community.
- Feature major recording artists at these concerts with a reduced ticket price that is generally lower than half the cost of the usual market price ticket.
- Employ locals (from the community) to assist in name-generation activities.
- conduct interactive games including the successful "Wheel of Prizes" game which affords smokers an opportunity to win exciting prices.
    - each adult smoker who fills out a survey form is given the option of spinning the wheel. The spinner receives the prize associated with the number that the spin lands on.
    - incentive items/prizes include jackets, T-shirts, cassette holders, fanny packs, flashlight key chains and lighters.
- Motivate adult smokers to fill out a survey form that will be used to build an effective database.
- Display signage that provides maximum exposure for the Benson & Hedges brand.
- Provide a retail outlet that offers Benson & Hedges products at a discount price.
- Develop a relationship between the community, Benson & Hedges and Philip Morris.

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